

Rep Order#	6839677	Ver#	3	Status	Revised	Traffic Order#	10/03/2012 5:01 PM	Printed:	1 of 5
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Last Received: 10/03/2012 4:03 PM
Showing Buylines: All Rep & Sta Revised Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ()-AMERICAN CROSSROADS
Product American Crossroads
Estimate# 692
Buyer Stephanie Maroney
Phone#
Fax#

Agency	() CROSSROADS MEDIA 66 CANAL CENTER PLAZA, SUITE 555 ALEXANDRIA, VA 22314	Rep Firm Sales Office () PHILADELPHIA Salesperson () ANJIE BRADY
Agency C/P1/P2/E	11/27/692	
Flight Dates	10/02/2012 - 10/08/2012	Salesperson Phone# 215-567-6005
Hiatus Weeks		Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

CLIENT: AMERICAN CROSSROADS SC=*

---REMARKS---

VER 3 ISSUE CXL INS 4-5,9,19,29-30,35,38,44-45,50,54,60,64,
69-70,75 AND 86-87
CXL 1X IN LN 22
ADD TO SKED IN 94
REVISED TOTAL 28,165
PLS CONFIRM ASAP
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*4	F	5A-6A	EARLY AM NEWS Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$500.00	10/05-10/05	0	0	0	\$0.00	
	*5	M	5A-6A	EARLY AM NEWS Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$500.00	10/08-10/08	0	0	0	\$0.00	
	*9	F	6A-7A	AM NEWS Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$1,500.00	10/05-10/05	0	0	0	\$0.00	
	*19	F	430A-5A	EARLY TODAY Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$125.00	10/05-10/05	0	0	0	\$0.00	

Buyline Comment: CXL PER AGY/CLIENT REQUEST
Sales Remark: V3 CXL PER AGY/CLIENT REQUEST
V3 More than 2 codes changed

M 5A-6A EARLY AM NEWS
 Buylne Comment: CXL PER AGY/CLIENT REQUEST
 Sales Remark: V3 CXL PER AGY/CLIENT REQUEST
 V3 More than 2 codes changed

F 6A-7A AM NEWS
 Buylane Comment: CXL PER AGY/CLIENT REQUEST
 Sales Remark: V3 CXL PER AGY/CLIENT REQUEST
 V3 More than 2 codes changed

F 430A-5A EARLY TODAY
 Buylne Comment: CXL PER AGY/CLIENT REQUEST
 Sales Remark: V3 CXL PER AGY/CLIENT REQUEST
 V3 More than 2 codes changed

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Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
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	*22	SA	7A-8A	SATURDAY AM NEWS Buyline Comment: CXL 1X PER AGY/CLIENT REQUEST Sales Remark: V3 CXL 1X PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$400.00	10/06-10/06	1	1	1	\$400.00	
	*29	F	9A-10A	TODAY SHOW 2 Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$300.00	10/05-10/05	0	0	0	\$0.00	
	*30	M	9A-10A	TODAY SHOW 2 Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$300.00	10/08-10/08	0	0	0	\$0.00	
	*35	M	10A-11A	TODAY SHOW 3 Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$250.00	10/08-10/08	0	0	0	\$0.00	
	*38	TH	12P-1P	NOON NEWS Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$150.00	10/04-10/04	0	0	0	\$0.00	
	*44	F	1P-2P	DAYS OF OUR LIVES Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$300.00	10/05-10/05	0	0	0	\$0.00	
	*45	M	1P-2P	DAYS OF OUR LIVES Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$300.00	10/08-10/08	0	0	0	\$0.00	

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Advertiser () AMERICAN CROSSROADS 66 CANAL CENTER PLAZA, SUITE 555 Sales Office ()
Product American Crossroads ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY
Estimate# 692 Agency C/P1/P2/E 11/27/692 Salesperson Phone# 215-567-6005
Buyer Stephanie Maroney Flight Dates 10/02/2012 - 10/08/2012 Salesperson FAX# 215-567-5938
Phone# Hiatus Weeks

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*86	SA	11P-1130P	WAVY NEWS10-11	:30	\$800.00	10/06-10/06	0	0	0	\$0.00	
			Buyline Comment: CXL PER AGY/CLIENT REQUEST									
			Sales Remark: V3 CXL PER AGY/CLIENT REQUEST									
			V3 More than 2 codes changed									
	*87	SU	1130P-12A	SUNDAY LATE NEWS	:30	\$800.00	10/07-10/07	0	0	0	\$0.00	
			Buyline Comment: CXL PER AGY/CLIENT REQUEST									
			Sales Remark: V3 CXL PER AGY/CLIENT REQUEST									
			V3 More than 2 codes changed									
	*94	M	11A-12P		:30	\$215.00	10/08-10/08	1	1	1	\$215.00	
			Buyline Comment: HAMPTON ROADS SHOW									
			ADD TO SKED									
			Sales Remark: V3 ADD TO SKED									
			V3 Added									

---REPORT TOTALS---

Report Totals: 2 / \$615.00

---SALES MONTHLY TOTALS---

Oct 12: 64 / \$28,165.00
Sales Totals: 64 / \$28,165.00
Station Totals: 64 / \$28,165.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$76,122	CATV 0%	WAVY 37%	WGNT 0%	WPXV 0%	WTKR 27%
		WTVZ 0%	WVBT 13%	WVEC 23%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV11, MAY12, ENOV12
Demos RA35+

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--- CREDIT RISK ---
CASH IN ADVANCE